	Application No.	Applicant(s)
Aladia a E All Little	09/379,167	EISEN ET AL.
Notice of Allowability	Examiner	Art Unit
	Donald L. Champagne	3622
The MAILING DATE of this communication appearance All claims being allowable, PROSECUTION ON THE MERITS IS herewith (or previously mailed), a Notice of Allowance (PTOL-85) NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIOF the Office or upon petition by the applicant. See 37 CFR 1.313	(OR REMAINS) CLOSED in this application of their appropriate communication IGHTS. This application is subject to	plication. If not included will be mailed in due course. THIS
1. \boxtimes This communication is responsive to <u>IDS filed in 1 June 20</u>	<u>006</u> .	
2. X The allowed claim(s) is/are 1-51 and 75-82.		
 3. ☐ Acknowledgment is made of a claim for foreign priority ur a) ☐ All b) ☐ Some* c) ☐ None of the: 1. ☐ Certified copies of the priority documents have 		
2. Certified copies of the priority documents have		
3. Copies of the certified copies of the priority do	· ·	
International Bureau (PCT Rule 17.2(a)).		
* Certified copies not received:		
Applicant has THREE MONTHS FROM THE "MAILING DATE" noted below. Failure to timely comply will result in ABANDONM THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.	of this communication to file a reply IENT of this application.	complying with the requirements
4. A SUBSTITUTE OATH OR DECLARATION must be subm INFORMAL PATENT APPLICATION (PTO-152) which give	itted. Note the attached EXAMINER' es reason(s) why the oath or declara	S AMENDMENT or NOTICE OF tion is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") mus	st be submitted.	
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached		
1) ☐ hereto or 2) ☐ to Paper No./Mail Date		,
(b) ☐ including changes required by the attached Examiner's Paper No./Mail Date	s Amendment / Comment or in the O	ffice action of
Identifying indicia such as the application number (see 37 CFR 1. each sheet. Replacement sheet(s) should be labeled as such in t	.84(c)) should be written on the drawin he header according to 37 CFR 1.121(c	gs in the front (not the back) of i).
 DEPOSIT OF and/or INFORMATION about the deposit attached Examiner's comment regarding REQUIREMENT 	sit of BIOLOGICAL MATERIAL n	nust be submitted. Note the
Attachment(s) 1. ☐ Notice of References Cited (PTO-892)	5 Marine (1.6	
2. ☐ Notice of Carlerences Cited (P10-692) 2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)		atent Application (PTO-152)
	6. ☐ Interview Summary Paper No./Mail Dat	(PTO-413), e
 Information Disclosure Statements (PTO-1449 or PTO/SB/0 Paper No./Mail Date <u>1 June 2006</u> 	8), 7. Examiner's Amendr	nent/Comment
4. Examiner's Comment Regarding Requirement for Deposit of Biological Material	8. Examiner's Stateme	nt of Reasons for Allowance
Q Wi	9. Other	
DONALD L. CHAMPAGNE	Topic	

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DETAILED ACTION

Examiner's Amendment

- An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
- 2. Authorization for this examiner's amendment was given in an e-mail message received from F. Jason Far-hadian, Esq., on 7 May 2006.
- 3. The application has been amended as follows. Replace claims 4 and 41 with the following:
 - 4. The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying connection specific information related to the established connection between the client computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with [of] the connection specific information such that information that defines consumer activity can be extracted based on the association between [of] the connection specific information and the unique identifier.

41. Computer executable process steps according to Claim 36, wherein the master database includes a URL segment for storing <u>a</u> plurality of keywords associated with <u>a</u> plurality of URLs, and [the] <u>a</u> plurality of key codes associated with <u>the</u> plurality of keywords.

Allòwable Subject Matter

4. Claims 1-51 and 75-82 are allowed by decision of the BPAI on 27 February 2006.

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached from 8:30 AM to 7 PM ET Monday to Thursday. The

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examiner can also be contacted by e-mail at <u>donald.champagne@uspto.gov</u>, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

- 6. The examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for all *formal* fax communications is 571-273-8300.
- 7. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

-9197 (toll-free).

DONALD L. CHAMPAGNE PRIMARY EXAMINER Donald L. Champagne Primary Examiner Art Unit 3622

8 June 2006